

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/3

Advertiser Making Request: Now or Never Pac

Political Party or  
Nature of Advertising Message: Issue

Flight Dates: 8/3-8/7

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106

Media Placement Technologies  
336 Commerce St  
Alexandria, VA 22314

# Contract # 1350010

Schedule Dates 08/06/12-08/07/12  
Advertiser Now Or Never (73325)  
Agency Media Placement Technologies (1352)  
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)  
Brand 8387/ NOW OR NEVER PAC (465728)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name MARTIN,LYNN  
Phone/Fax /  
CPE 8387  
Account Types National/Political Issue Agency BRD  
Billing Type Standard  
Comments NOW OR NEVER PAC  
NOW OR NEVER PAC  
REP-FRAN BROWN

Date Entered 08/03/12  
Last Modified 08/03/12  
Entered By Rita Schmidgall  
CO-OP No  
Headline # ECR09782462  
Demo A35+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$222.75  
Net Total \$1,262.25  
Sales Tax

St Louis (KDNL)  
By Broadcast Month Spots Rate  
Aug. 2012 13 \$1,485.00  
Grand Total: 13 \$1,485.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/06/12-08/07/12	2	:30	6A- 7A (CST)	3	X	X						3	\$45.00	\$135.00	St Louis (KDNL)	ABC WORLD NEWS	8/3/12
2.0	Normal Line / SPOT (2)	08/06/12-08/07/12	2	:30	7A- ABC-Good Morning America	3	X	X						3	\$75.00	\$225.00	St Louis (KDNL)	GMA	8/3/12
3.0	Normal Line / SPOT (3)	08/06/12-08/07/12	2	:30	5P- News-ABC 30 News at 5pm	3	X	X						3	\$175.00	\$525.00	St Louis (KDNL)	NEWS	8/3/12
4.0	Normal Line / SPOT (4)	08/06/12-08/06/12	2	:30	10P- News-ABC 30 News at 10pm	2								2	\$175.00	\$350.00	St Louis (KDNL)	NEWS	8/3/12
5.0	Normal Line / SPOT (5)	08/06/12-08/06/12	2	:30	10:35P- ABC-Nightline	2								2	\$125.00	\$250.00	St Louis (KDNL)	NIGHTLINE	8/3/12

Accepted Agency/Advertiser: Date: Accepted-Station: Date: Comments:

CONFIRMATION CONTRACT

Rep Order# 9782462 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/03/2012 8:15 AM  
Last Received: 08/03/2012 7:23 AM  
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NOW OR NEVER PAC

Agency ( ) MEDIA PLACEMENT TECHNOLOGIES  
500 N WASHINGTON ST, SUITE 303  
ALEXANDRIA, VA 22314

Estimate# 8387

Agency C/P1/P2/E //8387

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN

Buyer LYNN MARTIN

Flight Dates 08/03/2012 - 08/07/2012

Phone#

Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

Fax#



--- CONTRACT COMMENT ---

NOW OR NEVER PAC \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/06-08/07	6A-7A	ABC WORLD NEWS	:30	\$45.00	M-TU	3	1	3	\$135.00
Rating: 1.0										
2	08/06-08/07	7A-9A	GMA	:30	\$75.00	M-TU	3	1	3	\$225.00
Rating: 1.0										
3	08/03-08/07	5P-530P	NEWS	:30	\$175.00	F,M-TU	3	1	3	\$525.00
Rating: 2.5										
4	08/03-08/06	10P-1035P	NEWS	:30	\$175.00	F,M	2	1	2	\$350.00
Rating: 3.5										
5	08/03-08/06	1035P-1105P	NIGHTLINE	:30	\$125.00	F,M	2	1	2	\$250.00
Rating: 1.3										

---REPORT TOTALS---

Report Totals: 13 / \$1,485.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$1,485.00

Rep Order# 9782462 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/03/2012 8:15 AM  
Last Received: 08/03/2012 7:23 AM  
Showing Buylines: All Lines

2 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU

Product NOW OR NEVER PAC

Estimate# 8387

Buyer LYNN MARTIN

Phone#

Fax#

Sales Totals: 13 / \$1,485.00

Station Totals: 13 / \$1,485.00

Lines not sent/rcld/etern: 0 / \$0.00

---COMPETITIVE---

Market Totals \$55,000

---COMPETITIVE COMMENTS---

Agency ( ) MEDIA PLACEMENT TECHNOLOGIES

500 N WASHINGTON ST, SUITE 303  
ALEXANDRIA, VA 22314

Agency C/P1/P2/E //8387

Flight Dates 08/03/2012 - 08/07/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN

Salesperson Phone# 215-563-5400

Salesperson FAX# 215-563-2974

CABL	0%	KDNL	2%	KMOV	27%	KPLR	0%	KSDK	55%
KTVI	13%	UNKN	0%	WRBU	0%				

Books FEB12  
Demos RA35+

## AGREEMENT FORM FOR NON-CANDIDATE/ ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Lynn Martin - Media Placement Technologies do hereby request station time concerning following issue:

Now or Never Super PAC

Broadcast Length	Time of Day Rotation or Package	Days	Class	Time Per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Now or Never Super PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ YES

☒ NO

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the Payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐

a corporation;

☐

a committee;

☐

an association;

☐

or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

8/2/12  
Date

*[Signature]*  
Signature

703.836.3545  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐

Accepted

☐

Accepted in Part

☐

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter  
of National Importance**

Broadcast Length	Time of Day Rotation or Package	Days	Class	Time Per Week	Number of Weeks

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**